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Paramount Roses

for

FALL 1943



CALIFORNIA

Pat. No. 449

\$1.50 each



GRANDE
DUCHESS
CHARLOTTE

Pat. pending

\$1.50 each

PARAMOUNT NURSERIES

A. & A. D. VANDERKRAATS, Props.

WEST GROVE • PENNSYLVANIA



Paramount ROSES • • •

WE ARE still growing Roses, handicapped, like everyone else, by the shortage of labor and necessary materials.

As you will note from the above picture, we have gone in for steer-feeding, mainly to produce meat, but also to obtain manure to improve the quality of our plants. If you can secure cattle manure each fall and place it around your Roses, after hilling up, you will vastly improve *your* garden.

Considerable loss of plants was suffered after the winter of 1942-43. This was due mainly to the severe freezing after much rain, many plants actually heaving out of the soil. But we learned, too, that many persons did not have time to protect their bushes properly, and some even neglected them entirely. It does not pay to neglect your Roses or to be careless with them at any time during the year, as one little slip may wipe out your whole garden.

We hope that our Roses continue to give satisfaction, especially during these trying times, and that they may help bring pleasure and that peace of soul that we all search for. May they help herald the dawn of Peace that the world prays for.

WHEN TO PLANT ROSES

Proper planting-time in the fall is from November 1 until freezing weather; in the spring, from early March, when the ground opens up, until April 30. Order early to insure your desired selection, and plant early each season for real Rose success.

*"Many are the hearts that are weary tonight,
Wishing for the war to cease,
Many are the hearts that are looking for
the right,
To see the dawn of Peace."*—KITTRIDGE.

Some day we hope that Peace, like the beloved Rose, will burst forth in all its glory and a better world will open before us.

PARAMOUNT NURSERIES

A. & A. D. VANDERKRAATS, Props.
WEST GROVE · PENNA.

Near Jennersville in Chester County, Penna.

Phone: West Grove 2711

The "All-America Rose Selections"

THE "ALL-AMERICA ROSE SELECTIONS" is an organization of commercial Rose-growers who produce or control nearly the entire crop of Rose plants in the United States. Through special test-gardens, with responsible judges, covering all sections of the country, and combined with the experience and knowledge of all members, as gained over the years in their own production fields of tens of millions of plants annually, new varieties with sufficient high rating have been, and will be, selected for production and dissemination simultaneously over the whole nation.

Years of propagating are necessary before sufficient plants of any new variety are available for general distribution. Therefore, the AARS has been formed to secure a combined judgment of the merit of new Roses from the men who create and produce Rose plants, in order to husband the vast amount of time and money spent by the commercial growers, that improved varieties for the pleasure of the Rose-loving public may be found.

No claim is made for infallibility, nor is it expected that the perfect Rose will suddenly be found, but a more complete judgment and a more honest presentation of the merits of new Roses will result.

So far, during the past four years, the following new varieties have been given the blessing of the AARS, as carrying the highest scores in their respective years of introduction.

We submit them to you as "Good Roses" and feel confident that the money you pay for them will be well spent.

CALIFORNIA. Glorious shade of ruddy orange toned with saffron-yellow, outside of petals overlaid with Saturn rose. Buds long, pointed open to flowers of enormous size. Growth is exceptionally vigorous and plant carries healthy glossy green foliage. We like this Rose immensely. *Pat. No. 449.* See color illustration on front cover. \$1.50 each; 3 for \$3.75.

CHARLOTTE ARMSTRONG. Rich carmine to spectrum-red buds open to blooms of deep cerise. Long, slender buds on long stems. Vigorous, free-branched grower with handsome foliage. Blooms in great quantities, retaining their beauty until the petals fall. Has received many of the highest awards in the country, and is now rated among the best twelve Roses in America. *Pat. No. 455.* Is illustrated in color on back cover page. \$1.25 each; 3 for \$3.15.

MARY MARGARET McBride.

Gorgeous deep coral-pink, suffused with gold at base. Long-pointed buds open to large, exquisite, high-centered blooms, on long stems. Vigorous, hardy grower and generous bloomer. Luxuriant, smooth, leathery, deep green foliage. Alluring fragrance. *Pat. No. 537.* Appears in color on page 4. \$1.50 each; 3 for \$3.75.

THE CHIEF. Flame-color-coral to orange. Large, pointed bud. Very large, full flower on long stem. Dark green foliage. Vigorous grower of branching habit, and free bloomer. Rich, fruity fragrance. *Pat. No. 456.* See page 8 for color. \$1 each; 3 for \$2.50.

GRANDE DUCHESSE CHARLOTTE. A grand new shade of red. Chestnut color in bud-form, opening to firm-petaled blooms of begonia-rose—tomato-red one rosarian calls it. Buds are long-pointed, on long stems. Flower is large, double, long-lasting, and unfading. Foliage is large, glossy, dark green. The bush is very vigorous, upright, and bushy. Carnation fragrance. *Pat. pending.* Shown in color on front cover. \$1.50 each; 3 for \$3.75.

HEART'S DESIRE. Rich scarlet. Long, streamlined buds on erect, strong stems, unfold to artistically formed, double flowers of intense fragrance. A sturdy plant, free-branching and free-flowering. A few complaints of weak necks and globular flowers, but established plants should outgrow this, especially if grown on Multiflora understock. *Pat. No. 501.* See color picture on page 5. \$1.50 each; 3 for \$3.75.

All-America Meat Selection
Ready for the butcher



PARAMOUNT ROSES ARE GUARANTEED TO GROW AND BE TRUE TO NAME

These 7 Beautiful

for \$8.35, Delivery Free



© HECTOR DEANE. Pat. No. 361. \$1.25 each

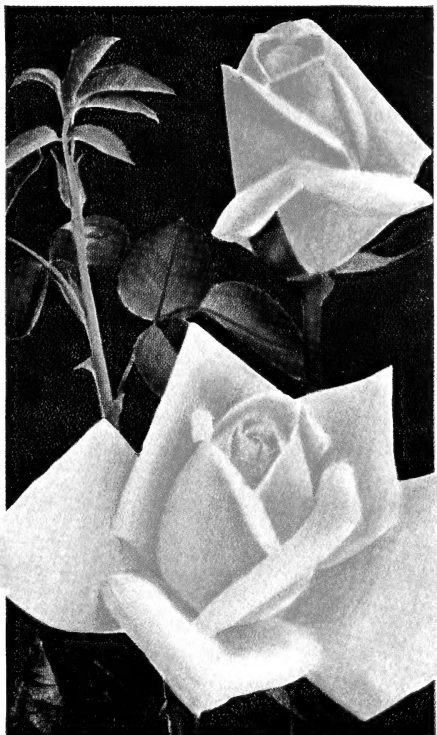


© MARY MARGARET McBRIDE. Pat. No. 537
\$1.50 each



© ECLIPSE. Pat. No. 172. \$1.25 each

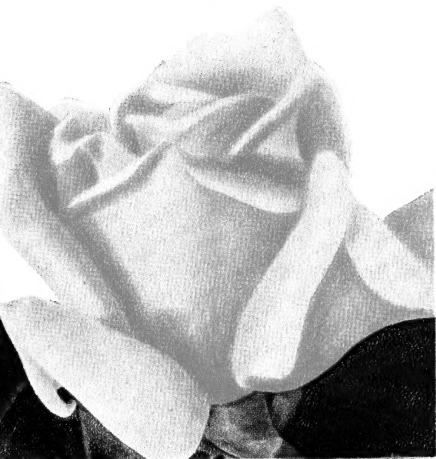
ROSES •



NARZISSE. \$1.50 each



HEART'S DESIRE
Pat. No. 501
\$1.50 each



GOOD NEWS. *Pat. No. 426*
\$1.50 each



McGREDY'S
SALMON
Pat. No. 419
\$1.50 each ©

HYBRID TEA ROSES

The Newer Varieties

Novelty Roses are priced individually, but substantial reductions may be had, **IF ORDERED IN GROUPS OF THREE OF ANY ONE KIND.**

\$1.00 kinds are 3 for \$2.50

\$1.25 kinds are 3 for \$3.15

\$1.50 kinds are 3 for \$3.75

ANGELS MATEU. Orange-rose—a lovely shade. Large, full-petaled flowers of splendid form. Erect grower. Foliage dark green and leathery. Fragrance of ripe blackberries. A great favorite among connoisseurs. More popular South and Far West. Must like warm weather. *Pat. No. 174.* \$1 each.

APRICOT QUEEN. Orange and apricot at the base of the petals, merging to salmony rose and phlox-pink in the fully developed bloom. Long, pointed buds. Strong grower and free bloomer. Fruity fragrance. *Pat. No. 464.* \$1.25 each.

BETTER TIMES. Cerise-red; double and very fragrant. Upright grower, none too vigorous, but seems hardy enough. Very active bloomer with superb flowers for cutting, especially in the fall. Really a greenhouse Rose, where it is rated as the best variety ever introduced, but some splendid results are obtained outside, too. *Pat. No. 23.* \$1 each.

CALIFORNIA. Said to be at its best on Pacific Coast. But it certainly does well here, too. *Pat. No. 449.* See front cover for color illustration and page 3 for description. \$1.50 each.

CHARLOTTE ARMSTRONG. Received the highest award in 1941 All-America Rose Selections. *Pat. No. 455.* Illustrated in color on back cover page; see page 3 for description. \$1.25 each.

COUNTESS VANDAL. Long-pointed buds open to full, perfect, fragrant blooms, richly adorned in copper and salmon, suffused with soft yellow. Vigorous, upright grower that blooms unceasingly. A gorgeous Rose and one of the best of all. *Pat. No. 38.* \$1 each.

CRIMSON GLORY. Deep, velvety crimson. Rich in color, perfect in form and delightfully fragrant. Thrifty grower of spreading habit and free bloomer. Rated the best red and now the most popular Rose of any color. *Pat. No. 105.* Shown in color on page 8. \$1 each.

DICKSONS RED. Glowing scarlet-red. Large, beautifully formed, high-centered flower on long stem, with rich fragrance. Color unfading, best in the fall. *Pat. No. 376.* \$1.25 each.

ECLIPSE. Long, streamlined bud of rich, golden yellow. Vigorous, upright grower producing mildly fragrant flowers on long stems. Unusual, handsome and distinctive. Now the leader of all yellows. A most prolific bloomer and our most favorite Rose. *Pat. No. 172.* Illustrated in color on page 4. \$1.25 each.

FLAMBEAU. Vivid, vibrant glowing scarlet. Large, double flowers on strong stem. Vigorous, tall grower and continuous bloomer. Delightfully fragrant. *Pat. No. 374.* \$1.25 each.

GLOAMING. Salmon and orange with golden base. Large, perfect buds on long, rigid stems. Fragrant. We like it. *Pat. No. 137.* \$1.25 each.

GOOD NEWS. Peach-pink changing to silvery pink in the open bloom. Full, perfectly formed, tea-scented flowers. Vigorous, bushy and altogether excellent grower, and constant bloomer. A really fine Rose. *Pat. No. 426.* You will find it in color on page 5. \$1.50 each.

GRANDE DUCHESSE CHARLOTTE. This Rose was named for the reigning sovereign of the Duchy of Luxembourg, who is a refugee in this country. *Pat. pending.* Shown in color on front cover; description on page 3. \$1.50 each.

HEART'S DESIRE. A cross between Radiance and Crimson Glory and has inherited some good qualities of both. *Pat. No. 501.* Appears in color on page 5; description on page 3. \$1.50 each.

HECTOR DEANE. Strawberry-pink from crimson buds, diffused with orange. Tall, vigorous grower and very floriferous. Intense old-rose perfume. *Pat. No. 361.* Illustrated in color on page 4. \$1.25 each.

MARY MARGARET McBRIDE. Named for the noted author and radio personality. *Pat. No. 537.* Color illustration on page 4; description on page 3. \$1.50 each.

McGREDY'S SALMON. Apricot-salmon. Exquisite buds unfold to beautiful flowers of fine fragrance. Vigorous grower of low bushy type and a heavy bloomer. It is a clear, brilliant color and makes a real, attractive show. *Pat. No. 410.* Shown in color on page 5. \$1.50 each.

McGREDY'S SUNSET. Saffron-yellow blushed with delicate orange. Beautiful buds, full shapely flowers, sweetly fragrant. Vigorous plant and prolific bloomer. *Pat. No. 317.* Color illustration on back cover. \$1.25 each.

MISS AMERICA. Flesh-color, mixed with salmon and gold. Very large, fully double flowers, borne on long stems. Vigorous, upright grower. Healthy foliage. *Pat. No. 264.* \$1 each.

PARAMOUNT ROSES ARE GUARANTEED TO GROW AND BE TRUE TO NAME

HYBRID TEA ROSES, *The Newer Varieties*

MME. CHARLES MALLERIN. Orange-flame—vivid and unusual color. Large, full flowers on strong stems, richly fragrant. Sturdy; free bloomer. *Pat. No. 409.* \$1.50 each.

MME. COCHET-COCHET. Coppery pink. Beautiful form, exquisite coloring and sweetly fragrant. Splendid grower, free-flowering and one of the best Roses. *Pat. No. 129.* It is illustrated in color on page 12. \$1 each.

MME. HENRI GUILLOT. Deep watermelon-pink, heavily veiled with reddish orange—all artistically blended into a vivid picture. Long, tapering buds open to large camellia-shaped flowers with rich fragrance. A really excellent Rose with magnificent blooms. *Pat. No. 337.* \$1.50 each.

NARZISSE. Maize-yellow. Lovely buds and fine full flowers; slightly fragrant. Vigorous and erect grower with leathery foliage. Exhibition type with its handsome buds on long stems. \$1.50 each.

PAN AMERICA. Long-ovoid reddish orange buds unfold to show deep orange inside and dark gold on outside of velvety petals; tea-like fragrance. Tall, open plants, vigorous and hardy. *Pat. No. 437.* \$1.50 each.

PEARL S. BUCK. Deep yellow tinged with apricot. Pointed buds; large, high-centered flowers with exceptionally rich fragrance, on long stems. Upright, tall grower. *Pat. No. 423.* \$1.50 each.

RAMON BACH. Apricot-buff. Large, full-petaled blooms with fruity fragrance, on single stems. *Pat. No. 366.* \$1 each.

REX ANDERSON. Delicate ivory-white. Perfectly formed, large, fully double flowers; delightfully fragrant. Free and vigorous grower. *Pat. No. 335.* \$1.50 each.

ROCHFORT. Orange and flame color. Large buds open to very full flowers, with strong fragrance.

We have always liked this Rose because of its beautiful clear color. *Pat. No. 191.* \$1 each.

ROME GLORY. Scarlet-crimson. Mammoth blooms, although none too plentiful. Buds of exquisite form on very long stems; alluring fragrance. Tall grower. *Pat. No. 304.* \$1.50 each.

SANTA ANITA. Soft silvery pink, clear in color. Bud large, long-pointed. Flower large, double and high-centered. Vigorous, upright grower and bushy. Profuse bloomer. *Pat. No. 539.* \$1 each.

SIERRA GLOW. Silvery pink, reverse tan color. Long, flaring buds open to high-centered, many-petaled flowers, good for cutting; richly scented. Plant is spreading, vigorous and healthy. *Pat. No. 521.* \$1.25 each.

SIGNORA. Long, brownish orange bud that opens to Mandarin-orange and salmon. Bloom is double and very fragrant. *Pat. No. 201.* \$1.25 each.

STERLING. Beautiful pink. The big, long-pointed bud of brilliant deep pink, with yellow at base, opens into a large bloom on long stem, lasting when cut; fragrant. Near the top of the list. *Pat. No. 21.* See in color on page 9. \$1 each.

TEXAS CENTENNIAL. Bright vermilion-red. Long-pointed buds of perfect form that open into large richly fragrant blooms on long stems, ideal for cutting. Marvelous in the fall. Bush is unusually vigorous, with abundance of healthy foliage. *Pat. No. 162.* \$1 each.

THE CHIEF. Has some of the richness of color of President Herbert Hoover. *Pat. No. 456.* See page 8 for color illustration and page 3 for description. \$1 each.

WHITE BRIARCLIFF. Pure white. Fine form, ideal for cutting; deliciously fragrant. Vigorous and bushy plant. *Pat. No. 108.* \$1.25 each.



Spraying the Roses assures healthy plants

PARAMOUNT ROSES ARE GUARANTEED TO GROW AND BE TRUE TO NAME



THE CHIEF. Pat. No. 456. \$1 each

Breathtaking glory in your Rose-garden will be yours to enjoy if you plant the colorful varieties pictured here. The rich, warm shades of these modern beauties have flamed across the country and made them favorites everywhere. Now you can add them to your planting at low cost.

Paramount

Special

COLOR SET



GIRONA. 85 cts. each



McGREGG'S YELLOW
85 cts. each

We recommend membership in the American Rose Society to all Rose lovers. Write R. Marion Hatton, Secretary, Box 687, Harrisburg, Pa., for details.

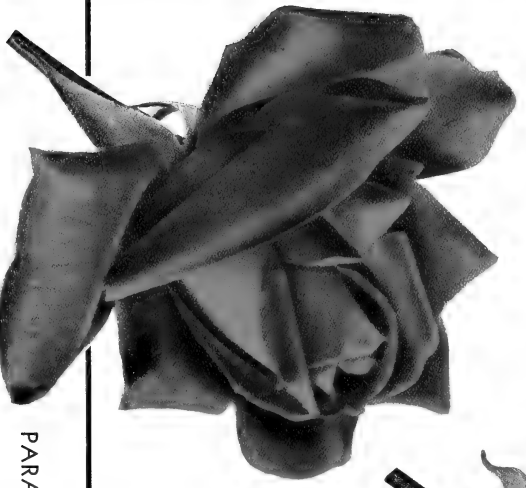
6 ROSES

Show Here in Color

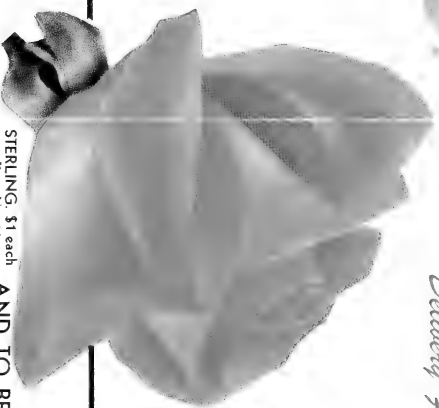
For Only

\$4.65

Delivery Free



CRIMSON GLORY. Pat. No. 105. \$1 each



STERLING. \$1 each
Pat. No. 21



POINSETTIA. 85 cts. each

PARAMOUNT ROSES
ARE GUARANTEED

TO GROW
AND TO BE TRUE TO NAME

HYBRID TEA ROSES

Standard Kinds

Prices of all Standard Kinds 85 cts. each; \$8.50 per doz.

In any combination desired • Delivery Free

Ami Quinard. Blackish maroon, opening into semi-double flowers of rich velvety red, with blackish luster—brilliant and unfading; has old-time fragrance. Strong, upright grower and fine producer. Still the best of the "dark" Roses.

Autumn. Radiant burnt-orange. Exquisitely formed buds, richly colored, open to moderately fragrant flowers that are a rainbow of colors—red, orange, yellow and pink. Upright grower, very vigorous, with large, leathery foliage. Active bloomer, providing flowers constantly. Fall flowers are truly marvelous. Long, strong stems, fine for cutting.

Betty Uppichard. Two-tone—salmon and carmine. A very free and steady bloomer and unusually vigorous grower. Buds are long-pointed, on a good, heavy stem. Flowers usually unfurl with one petal tucked back, giving the appearance of a cocked hat; sweetly fragrant.

Caledonia. Really pure white. Full, deliciously fragrant flowers on good stems, fine for cutting. Upright and healthy grower. Excellent exhibition Rose. A favorite white in New York and New England.

Cathrine Kordes. Blood-red with blackish shades. Large, high-centered, fragrant, extremely lasting flowers, borne singly on long, strong stems. A good grower and free flowering.

Charles K. Douglas. Bright crimson-scarlet. Buds long-pointed; flowers large and slightly fragrant. Healthy and bushy grower, always active.

Christopher Stone. Scarlet-crimson—a brilliant, clear color. Long-pointed bud opens into large flower of truly sparkling color, with Damask fragrance. A most active and flashy performer, rated near the top of the reds. Illustrated in color on page 12.

Condesa de Sastago. Rich yellow buds unfold into copper-color blooms, with yellow on the reverse; fully double with alluring raspberry fragrance. Exceptionally vigorous and bushy grower. A foolproof Rose of great popularity.

Dainty Bess. Large, single blooms of delicate rose-pink. The heart of wine-colored stamens completes a dainty and artistic flower. Comes in clusters on long spikes, each a regal bouquet. The most charming, decorative, single Rose known.

Dame Edith Helen. Clear pink. Great, double bloom with true Rose fragrance, on a long stem. Healthy grower, producing many magnificent flowers, used so much for exhibitions, where it wins many prizes.

Dr. Kirk. Burnished flame-scarlet. Long buds of deep carmine-scarlet; spicily fragrant.

Duquesa de Penaranda. Copper-apricot. Very vigorous, erect and continuous worker. Has long-pointed buds which open into fine flowers, sweetly perfumed. Striking foliage. Has the most showy color of all the "coppers."

Edith Nellie Perkins. Two-tone—salmon and carmine. Has an ideal bud that opens into perfect blooms with mild fragrance. Similar in color and form of flower to Countess Vandal, but a more bushy grower. Blooms freely.

Editor McFarland. Deep pink that never fades. Large flowers of excellent form on long stems; long lasting when cut and slightly fragrant. Plant is unusually vigorous and always active.

E. G. Hill. Dazzling scarlet toning to deep red. A cut-flower Rose with very double, perfectly shaped, fragrant blooms on long stems. Vigorous, healthy grower, constantly blooming.

Etoile de Hollande. Brilliant dark red. Perfect buds; large, double flowers on long stems, and truly fragrant. Plant is vigorous and easily grown, continuously in bloom. Stems almost thornless and foliage healthy.

Frau Karl Druschki. The White American Beauty. Snow-white blooms of immense size, fully double and of perfect form, but scentless. Extremely hardy and vigorous in growth. Try it at the shows.

Girona. Multicolored—Turkey-red and golden yellow. Full, double flowers of beautiful form; rich attar-of-rose fragrance. Free bloomer on tall, sturdy plant. Illustrated in color on page 9.

Golden Dawn. Sunflower-yellow with bud tinged carmine; deliciously fragrant. Robust grower with superabundance of foliage; a prolific bloomer. Bush and habit perfect.

Golden Sastago. Buttercup-yellow. Exceptionally strong grower and very free bloomer, like Condesa de Sastago, from which it sported. Rich fragrance.

Joanna Hill. Creamy yellow. A typical florist's Rose that does well outside. It has long buds that open to very full, long-stemmed, perfect blooms with moderate fragrance. Upright grower that provides many fine flowers for cutting.

Kaiserin Auguste Viktoria. Cream-white, with greenish tint in the center. Large and perfectly formed blooms, fully double, on long stems, and richly fragrant. A truly majestic Rose and the best of all the whites, we think. Constant bloomer and healthy grower.

Killarney, Double White. Pure white. Long-pointed buds and large flowers with haunting perfume. Good grower and a fine bedder.

Lady Ashtown. Clear, warm rose-pink, with yellow glow at base of petals. Long-pointed buds and brilliant flowers, slightly scented. Very vigorous and unusually active, bushy in habit. Really one of the best pinks, but never really appreciated.

Luna. Moonlight-yellow. Long-pointed buds open to large, well-shaped blooms on long stems, lasting when cut; deliciously fragrant. A Rose of high merit that will supply many flowers for bouquets.

Margaret McGredy. Orange-scarlet. Very large, long-pointed buds and beautiful double flowers, slightly scented. Extremely vigorous grower with healthy, glossy foliage. A tireless worker and wonderful bedding Rose. Truly Floribunda.

McGredy's Scarlet. Velvety brilliant scarlet. One of McGredy's best. A stout grower, bearing large flowers of excellent form on long stems. Liberal producer and a very splendid Rose.

McGredy's Yellow. Canary-yellow of elegant form, still beautiful in open flower. Vigorous in growth, free blooming, with healthy, glossy foliage. A fine Rose that does not fade. Illustrated in color on page 8.

Mme. Butterfly. Pink, mixed with apricot and yellow. Buds ideally perfect, long-lasting when cut and highly scented. Strong grower and active bloomer. A lovely old favorite.

Mme. Jules Bouche. White. A well-known and popular Rose. Bushy, vigorous grower producing many long-pointed, mildly fragrant flowers on long stems. Has perfect growing habit. The most continuous-blooming white Rose and, we believe, the most satisfactory one.

Mrs. Charles Bell. The salmon sport of Radiance, with all its dependable qualities. Dainty dawn-pink—a delicate soft color of the most appealing shade; very fragrant.

PARAMOUNT ROSES ARE GUARANTEED TO GROW AND BE TRUE TO NAME

HYBRID TEA ROSES, *Standard Kinds*

Mrs. E. P. Thom. Clear yellow of uniform color. One of the best yellows and practically faultless. Vigorous, upright in growth with abundance of foliage and splendid plant habit. Full, double flower, sweetly scented, produced on long stems, ideal for cutting.

Mrs. G. A. van Rossem. Two-tone—orange and apricot-yellow, with a golden base. Unlike any other variety in its color arrangement, enhanced by heavily impressed veins. The bloom is large, very full and sweetly perfumed. A good grower, always in bloom.

Mrs. Henry Morse. Two-tone pink. Bright carmine on the outside of the petals and flesh-pink on the inside. Long-pointed, elegantly formed bud unfurls into a large, fragrant flower of exquisite form. Strong, healthy grower and very reliable.

Mrs. P. S. du Pont. Golden yellow—a rich, deep color that does not fade. Long-pointed buds and flowers of medium size that come in great profusion; spicy fragrance. Plant is a low grower but stoutly built, with abundance of foliage and is a prolific bloomer. The best all-round yellow garden Rose. Actually Floribunda.

Mrs. Sam McGredy. Marvelous blend of scarlet and orange. Beautiful buds; full and matchless blooms, richly fragrant. Good growing qualities and colorful bronzy foliage.

Mrs. W. C. Miller. Soft pearly pink, shaded salmon. An old Rose with excellent form and a splendid bush. Grows and blooms evenly like an azalea, which makes it the delight of the florists.

National Flower Guild. A crimson shrub Rose that makes an ideal hedge or border plant. Real bright red, with large, full fragrant flowers. Tall, vigorous bush, blooming constantly all season. Better than old Gruss an Teplitz, and a real doorway Rose.

Pink Dawn. Deep pink with orange at the base. Blooms of good form; sweetly fragrant. A vigorous grower, upright in habit. Long-lasting cut-flowers.

Pink Pearl. Light, clear pink, with the fragrance and form of the old Columbia. Very double flowers, in the old-time style, freely produced. Strong, vigorous plant.

Poinsettia. Rich scarlet, color even and distinct. Beautifully shaped buds and large, brilliant blooms, slightly fragrant. Tall, healthy grower, profuse bloomer. A very fine Rose. See color illustration on page 9.

President Herbert Hoover. Yellow, orange and scarlet in a luscious blend of color. Large, glorious blooms come on long, strong stems that make each flower a real bouquet; richly fragrant. Exceptionally vigorous bush that breaks freely and is a very free bloomer.

President Macia. Long-pointed buds of rich carmine-pink, inside of petals flesh-pink. Strong grower with abundance of leathery foliage. The flowers are very large, quite fragrant, on long stems fine for cutting. Shown in color on page 12.

Radiance. The most dependable Rose in America—the standard for all others. Brilliant carmine-salmon with reverse rose-color. Its thrifty habit of growth and rugged character reach perfection. The most popular and most successfully grown variety in the country.

Red Radiance. Clear, genuine red. The counterpart of Radiance and its inseparable companion in the garden. Has all the dependable and admirable qualities of Pink Radiance.

Roslyn. Golden yellow with reverse orange. A cut-flower type that does well outside. Bud of excellent form; large bloom of unfading color, slightly fragrant. An active bloomer with a compact, vigorous bush.

Rouge Mallerin. Buds of brilliant deep red that open into large flowers of glowing scarlet. In the cool fall the color is a deep velvety red that entrances one. It is richly fragrant. Has upright growth with healthy foliage.

Sister Therese. "The Little Flower." Golden yellow; bud touched with orange-carmine. Exquisite, long-pointed bud, making a fine, fragrant cut-flower. Vigorous, active grower and very free bloomer. A dainty, beautiful Rose.

Snowbird. Pure white. An ideal bedding Rose. Blooms of perfect form, full-petaled, very large and deliciously fragrant. Healthy foliage. Fast coming to the top of the Rose list. The handiwork of R. Marion Hatton, Secretary of the American Rose Society.

Souv. de Claudius Pernet. Pure yellow—sun-flower-yellow. Large, full flowers of rich, unfading color; very mild scent. A florist's Rose that is still a great favorite in the garden. Plant upright, vigorous and very free flowering.

Talisman. Beautiful mixture of golden yellow, orange and scarlet, varied in every bloom. Richly colored buds on long stems, fine for cutting, especially in the fall; very fragrant. Upright, vigorous grower and constant bloomer. Most widely known Rose of modern times.

The Doctor. Exquisite silvery pink, uniform in color. Buds long-pointed, expanding to enormous blooms; intensely fragrant. A fine Rose and growing in popularity. Voted by American Rose Society as fifth among best Roses introduced in past ten years.

Ville de Paris. Brilliant golden yellow—a pure, mellow color that does not fade. Perfect buds open to richly beautiful flowers, on a very long stem. Tall, wiry plant and a steady bloomer.



One of our Rose-fields in midseason

PARAMOUNT ROSES ARE GUARANTEED TO GROW AND BE TRUE TO NAME

OUR *Favorite* DOZEN

12 ROSES for \$8.50 *Delivery Free*

Christopher Stone. Scarlet-crimson.
Shown here in Color.

Mme. Cochet-Cochet. Coppery pink
Shown here in Color.

President Macia. Carmine-pink.
Shown here in Color.

Girona. Turkey red and yellow.
Shown in Color on Page 9.

McGredy's Yellow. Canary-yellow.
Shown in Color on Page 8.

Poinsettia. Rich scarlet. Shown in
Color on Page 9.

Sterling. Pink. Shown in Color on
Page 9.

Kaiserin Auguste Viktoria. Cream-
white.

McGredy's Scarlet. Brilliant scarlet.

Mrs. E. P. Thom. Clear yellow.

Mrs. P. S. du Pont. Golden yellow.

Countess Vandal. Copper and salmon.



CHRISTOPHER STONE. 85 cts. each

ROSES *that make good cut-flowers*



PRESIDENT MACIA. 85 cts. each

Autumn	Mrs. E. P. Thom
Better Times	Mrs. Henry Morse
California	Pink Pearl
Charlotte Armstrong	Poinsettia
Countess Vandal	President Herbert
Crimson Glory	Hoover
Dainty Bess	President Macia
Dicksons Red	Rex Anderson
Eclipse	Signora
Etoile de Hollande	Sister Therese
Girona	Sterling
Good News	Texas Centennial
Grande Duchesse	White Briarcliff
Charlotte	
Kaiserin Auguste	
Viktoria	
Killarney Double	
White	
McGredy's Yellow	
Mme. Butterfly	
Mme. Cochet-Cochet	

3 of the Best FLORIBUNDAS



MME. COCHET-COCHET

Pat. No. 129

\$1 each

Floribunda Roses are extra bushy, extra healthy, and extra floriferous. You will never regret planting them on your grounds.

World's Fair
was given the
highest rating yet in
Floribundas by the
All-America
Rose Selections



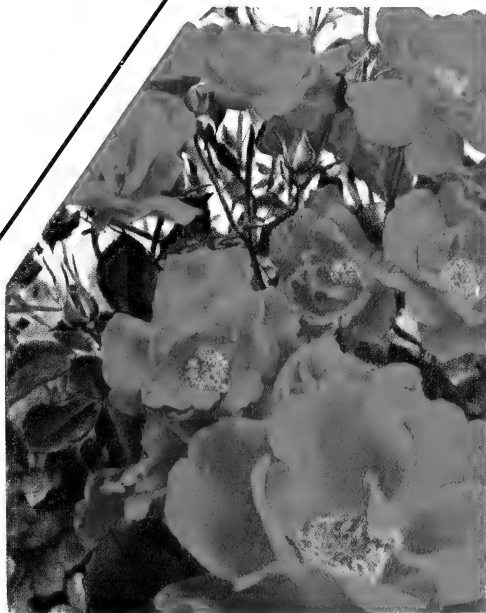
©

**WORLD'S
FAIR**

Pat. No. 362

\$1 each

The Prior twins are two of the finest everblooming Roses in existence. Betty with lovely blooms like dogwood blossoms and Donald with clusters of velvety red, are a pair you will cherish.



© **DONALD PRIOR.** *Pat. No. 337.* **\$1 each**



© **BETTY PRIOR.** *Pat. No. 340.* **\$1 each**



Hardy Climbing ROSES

Hardy Climbers, as a rule, bloom but once each year, but there are a few exceptions which you will find noted below. The great spectacular show made by a single Climbing Rose makes this class valuable and necessary for every garden. Climbing Roses can be trained on supports of many kinds, such as fences, pillars, pergolas, and trellises or against garages and other outbuildings, or merely left to trail on sloping banks.

Apeles Mestres. Clear yellow. Full, double flowers of huge size. A great show Rose. Blooms in midseason. 85 cts. each; 3 for \$2.15.

Blaze. The everblooming Paul's Scarlet Climber. Bright scarlet color that holds well. Blooms in masses. *Pat. No. 10.* \$1.25 each; 3 for \$3.15.

Climbing American Beauty. Crimson. Large, fragrant flowers of fine form, borne in clusters. Blooms very early in the season. 85 cts. each; 3 for \$2.15.

Doubloons. A radiant yellow Climber with large, compact, double blooms coming in clusters; spicy fragrance. Vigorous grower with long, heavy canes. Noted for hardiness. Beautiful foliage of dark, velvety green. Blooms in midseason and tends to rebloom later. *Pat. No. 152.* \$1.25 each; 3 for \$3.15.

June Morn. Watermelon-pink, touched with gold on the outside. Profuse bloomer. Heavy, deep green foliage. Good grower and blooms early. A few flowers come in the fall. *Pat. No. 375.* \$1.50 each; 3 for \$3.75.

Paul's Scarlet Climber. Brilliant scarlet. The flowers are large and beautifully formed, coming in clusters, making a vivid splash of color that holds clear and true. The blooms come on long stems, making good cut-flowers. Medium grower, ideal for pillars. Midseason. 85 cts. each; 3 for \$2.15.

Prosperity. Semi-Climber, really a pillar Rose. White, tinted pink. Flowers rosette-like, borne in clusters throughout the season. 85 cts. each; 3 for \$2.15.

Spanish Beauty (Mme. Gregoire Staeckelin). Pearl-pink, splashed with red. One of the most attractive Climbers, but not as hardy as one would like. Large, fragrant blooms on long stems, fine for cutting. Comes early. 85 cts. each; 3 for \$2.15.

HOW TO PLANT ROSES

Rose-beds should be prepared well in advance of the arrival of the plants.

Roses require sun, at least half of the day. Protection from strong winds is also desirable. The beds should be placed where the soil is naturally well drained, or drainage should be provided. The soil should be good garden loam. If it is poor, remove the top 8 to 10 inches, spade up the bottom, mixing in some good manure, and replace the top portion with good top-soil, letting it settle well before planting.

The Roses should be planted about 12 to 15 inches apart each way, varying the distance somewhat, depending on the vigor and spread of the varieties selected.

All Roses should be planted as soon as received. But the bundles can usually be kept intact for a week, if kept in a cool, dark place. If delayed in planting for more than one week, remove the plants from the bundles, and hill them in carefully in a shady and moist place, until wanted. When planting in the fall, no pruning is necessary, but cutting back to 6 to 8 inches can do no harm. Immediately after planting, hill the soil around each plant for at least 6 inches.

In planting in the spring, trim the branches back to 4 to 5 inches. If planting late in the spring, when it is warm, and it often is after the middle of April, hill the soil up slightly and keep the plants shaded from the sun for several weeks, and water well each day.

Full planting directions are sent with each shipment, and one should read them carefully before proceeding with the job.

The best spray for Roses is TRI-GEN, a complete insect spray and fungicide. It stimulates plant-growth and is harmless to foliage or blooms. It is convenient, easy and pleasant to use and is triple acting. It can be purchased at most seed stores or in any garden department of general stores. If you cannot secure it locally, please write to us and we will secure it for you.

PARAMOUNT ROSES ARE GUARANTEED TO GROW AND BE TRUE TO NAME

PARAMOUNT NURSERIES

WEST GROVE, PENNA.

Express Office (if different) _____

Quantity	ITEMS	Amount
	4 New Roses "Cover Set" @ \$4.60	
	7 Novelty Roses. Pages 4 and 5 @ \$8.35	
	Special Color Set of 6 Roses. Pages 8 and 9 @ \$4.65	
	Our Favorite Dozen—12 Roses. Page 12 @ \$8. 50	
	TOTAL	

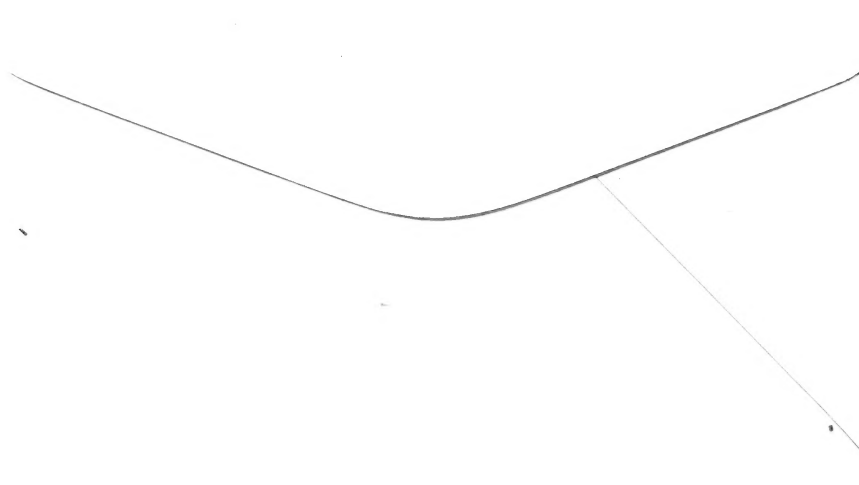
From _____

PLACE
STAMP
HERE

PARAMOUNT NURSERIES

A. & A. D. VANDERKRAATS, *Props.*

WEST GROVE, PENNA.



BEDDING ROSES

Floribundas, Large-flowered

Most effective if planted in beds of one variety, or clusters of three plants or more of the same kind.

Splendid for borders and general mass effect.

Baby Chateau. Velvety dark crimson. Large flowers, posy-shaped, produced in great masses on erect stems. 85 cts. each; 3 for \$2.15.

Belvedere. Dark crimson with velvety shading. Bushy grower but dwarf in habit. Free flowering and especially fine. 85 cts. each; 3 for \$2.15.

Betty Prior. Lively red buds open to single flowers of shell-pink, giving glorious two-tone effect, resembling pink dogwood. Prolific bloomer. Outstanding variety among Floribundas. *Pat. No. 340.* Illustrated in color on page 13. \$1 each; 3 for \$2.50.

Donald Prior. Brilliant scarlet. Large, semi-double flowers borne in great profusion. Very spectacular. Sturdy and vigorous. Makes beautiful combination with Betty Prior. *Pat. No. 377.* Shown in color on page 13. \$1 each; 3 for \$2.50.

Gruss an Aachen. Yellow, pink and rose. Ideal bedding Rose. Low, heavily-foliaged bush, a constant mass of blooms. Flowers are large, full, double and good for cutting. 85 cts. each; 3 for \$2.15.

Holstein. Striking red—brilliant color. Immense flower-heads. Prolific bloomer. Healthy and vigorous plant. *Pat. No. 395.* \$1 each; 3 for \$2.50.

Improved Lafayette. Rich red flowers suffused with crimson. Sturdy, upright grower. Profuse bloomer. One of the finest bedders. 85 cts. each; 3 for \$2.15.

Joyous. Rose-red. Free-blooming, bushy grower of medium height. Buds fine for cutting. *Pat. No. 381.* \$1 each; 3 for \$2.50.

Mrs. R. M. Finch. Delicate rose-pink; highly decorative. Strong grower; excellent for hedges. Flowers like "Sweetheart" (Mlle. Cecile Brunner). A splendid corsage Rose. 85 cts. each; 3 for \$2.15.

Permanent Wave. A strong-growing cochineal-red bedding Rose. Petals are peculiarly waved, which gives an unusually novel appearance to the clusters of large flowers, hence its name. A perfect hedge-plant. *Pat. No. 107.* \$1 each; 3 for \$2.50.

Pink Gruss an Aachen. Similar in habit to Gruss an Aachen but it has a rich salmon-pink color, which makes it more attractive. 85 cts. each; 3 for \$2.15.

Snowbank. Blush-white. Very large flowers, desirable for bouquets. Strong, bushy grower. Thick, heavy foliage. *Pat. No. 279.* \$1 each; 3 for \$2.50.

Summer Snow. Pure white, very double blooms; sweetly fragrant. Profuse bloomer. *Pat. No. 416.* \$1 each; 3 for \$2.50.

World's Fair. Velvety crimson-scarlet. Large clusters of rich red cover the bush continuously. Big double flowers. Healthy, vigorous and prolific. Highest award yet among Floribundas in All-America Rose Selections. *Pat. No. 362.* Shown in color on page 13. \$1 each; 3 for \$2.50.

Polyanthas, Small-flowered

Eblouissant. Crimson. Small, double flowers on a low bush. Very effective in groups. 85 cts. each; 3 for \$2.15.

Gloria Mundi. Brilliant orange-scarlet. Small, double flowers in clusters. Dwarf habit and uniform growth. 85 cts. each; 3 for \$2.15.

Margo Koster. Globular blooms of orange-red, in fine clusters. Bushy plants. A distinct variety. 85 cts. each; 3 for \$2.15.

Triomphe Orleansais. Bright cherry-red. Medium size, well-filled, double flowers slightly fragrant. Mass of blooms opens uniformly over the entire bush. Finest red Polyantha. 85 cts. each; 3 for \$2.15.





CHARLOTTE
ARMSTRONG
Pat. No. 455
\$1.25 each

**COVER
COLLECTION**
4 ROSES \$4.60

Value \$5.50 • Delivery Free

ONE EACH:
CALIFORNIA, GRANDE DUCHESSE CHARLOTTE,
CHARLOTTE ARMSTRONG, McGREDY'S SUNSET

PARAMOUNT NURSERIES

A. & A. D. VANDERKRAATS, Props.

**WEST GROVE
PENNA.**

Given the chance, Paramount Roses can add real pleasure to wartime living. A few dollars invested now for some of our sturdy plants will provide dozens of fragrant, bright blooms to cheer you and your neighbors. There's no wartime substitute for Roses!



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McGREDY'S SUNSET. *Pat. No. 317.* \$1.25 each